

Application No.: 09/812,952
Examiner: San D. PHU
Art Unit: 2682

In the Claims

The claims are amended as shown on the following pages under the heading AMENDMENT TO THE CLAIMS. The list shows the status of all claims presently in the application and is intended to supersede all prior versions of the claims in the application. Any cancellation of claims is made without prejudice or disclaimer.

AMENDMENT TO THE CLAIMS

1. (Cancelled)

2. (Currently Amended) A method of delivering advertisement information to a mobile communication instrument comprising:

designating, by a sponsor of the advertisement information, a location at which the advertising information is to be delivered to the mobile communication instrument;

storing in memory the advertisement information to be presented at the designated location;

transmitting information for the current position of the mobile communication instrument from the mobile communication instrument to an advertisement information delivery apparatus remote from the mobile communication instrument and including the memory;

retrieving advertisement information relating to the current position from the memory based on the current position information received from the mobile communication instrument;

delivering the retrieved advertisement information to the mobile communication instrument;

calculating advertisement delivery charges for the delivery based on ~~delivery prices relating to at least one of~~ advertisement information content, designated location for presentation of the advertisement information and

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advertisement information presentation time period delivered and an

advertisement delivery condition; and

charging, or liquidating by payment, the calculated advertisement delivery charges to the sponsor.

Claims 3-31 (Cancelled)